

MENDOCINO WINEGRAPE & WINE COMMISSION

Sent: 1/11/10

PR & EVENTS COMMITTEE MEETING NOTICE AND AGENDA

Thursday January 21, 2010 –10:00 am

Handley Cellars Guest House
3151 Hwy 128
Philo, CA 95466

Chairpersons Julia Conway and Kelly Lentz are calling a meeting of the PR and Events Committee to consider the following items for discussion and possible action:

1. Call to Order
2. Review of last meeting's minutes
3. Public Comment
4. Website
5. Unified Wine & Grape Symposium
6. Signs Program
7. Rotary Partnership Event
8. Crab & Wine
9. Growers Showcase
10. Media & Trade Tasting
11. Winery PR Seminar
12. PR Firm Report
13. Review of Marketing Tactical Timeline
14. Panel Opportunities
15. Sponsorship Opportunities
16. Issues and Scheduling for Next Meeting
17. Adjourn

All agenda items are subject to discussion and possible action. For more information, or to make a request regarding a disability-related accommodation for the meeting, please contact Betsy Wildberger at the Commission office at 707-468-9886. This notice and agenda is available on the Internet at <http://www.truemendocinowine.com>